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Steele's

Mastodon® Pansies

1957

GROWERS' PRICE LIST

65th YEAR OF QUALITY SEED

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U. S. Department of Agriculture

Steele's® Mastodon® Pansies...

THE "GRANDDADDIES" OF ALL AMERICAN STRAINS

Steele's cost as little as .007c per saleable plant, so why pay more for imitations? Everyone agrees that Steele's pansies are unrivalled in size, range of color and earliness of bloom. You cannot grow and sell a more profitable pansy than Steele's. Now in our second generation, Steele's have grown superior pansy seed for more than 64 years—at a profit if we can, at a loss if we must. Never a plant have we grown except the finest. Our main concern has always been perfection . . . pure and simple. That's why WE GROW ONLY PANSY SEED.



Steele's pansies packaged four to a box and ready for market. This type of display will keep your cash register ringing up more profits.



Steele's[®]
BEACONSFIELD

Two-toned upper petals rich lavender, lower petals velvety violet. A true Jumbo type. Excellent for border and color effects.

SEPARATE

COLORS

JUMBO PAY DIRT — our origination. The largest pansy in the world for average size — golden yellow with dark ray. Outsells all others.

JUMBO MOON MOTH — an immense white with characteristics of Pay Dirt, its parent strain. The dark blue pencilled markings radiating from the center intensify the effect of its purity of color. The best and largest white pansy. To spark the night.

JUMBO BRONZE TONES — a blend of many grand colors ranging from old gold, coffee, and copper tones to deep bronzes. Many smoky blue-bordered types. All excellent texture and perfect form — huge size. A true Jumbo strain, the result of many years' selection from our Jumbo fields. Connoisseur's delight.

JUMBO MADAME STEELE — a rich velvety royal purple of huge size and heavy substance. A favorite through the years.

JUMBO BEACONSFIELD — upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect. A Lordly creation. (See picture)

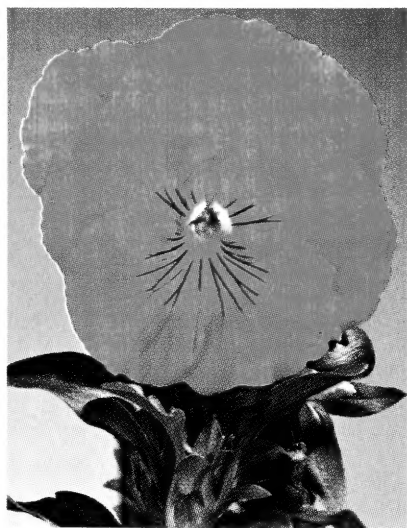
GORGEOUS — uniform, velvety, ruby red. Compact growth. A cardinal favorite.

MLLE. IRENE — copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones. A Persian garden.

SEA BLUE — a large bright blue pansy with darker blotch. Finest of the deep blues. Makes an effective combination with Pay Dirt or Moon Moth. Crater Lake blue.

ADONIS — light blue to lavender colors. Largely a Jumbo type, the earliest flowering in our field. Much improved, larger, and more intense in color. Has a small, perky face. A fast seller. An Alice blue gown.

GOLDEN GATE — a fine golden yellow with dark blotches on lower petals. Very resistant to heat and drouth and compact in growth habit. Larger than ever — much improved. Reflection of the sun.



PAY DIRT

This is a miniature of Steele's Postal Card which is available for your use.

*Germination directions included with each order.



Recreation Park, Long Beach, California
Superintendent, Donald B. Obert

The color and brilliance of this planting of Steele's Mastodon Pansies are typical of many such plantings in parks and public Gardens from coast-to-coast.

OUR SUPERB

MIXTURES

JUMBO MIXED — Our origination — Immense blooms in well-balanced color blend with copper, brass, red, vermillion, yellow, apricot, bronze, cafe au lait, blue, lavender, orchid, vin rose, and wine; and many other rare and exquisite colors. Cold resistant in severe climates, winter flowering in mild. You can make several sowings of this strain to extend your selling season. A man's favorite.

BUTTERFLY HYBRIDS — Our origination — Predominantly pastel with shades of pink, terra cotta, rose, orchid, lavender, yellow, gold, apricot, salmon, coral, flesh, chamois, buff, and every shade in between. Many are overlaid with a bronze cast. Improved size, well ruffled, superb texture, long, strong stems. This strain is distinctive, unmatched for cut flowers. Withstands heat better than any other strain of pansies. Try early spring planting. A woman's delight. (See cover picture)

SUPER SWISS "400" MIXES — One of the finest of our strains. Perfectly balanced in color range containing a large proportion of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue, violet, and variations, many with three-tone color effects, all blotched, and many bordered in contrasting hues. The largest of Swiss strains. An artist's palette.

JUMBO SUNSET — this is a mixture, as the name would indicate, of the bright, exciting colors from the setting sun. It is confined in general to those shades and hues that simply shout for attention. The strain is all Jumbo, so you may be assured of top size as well as the earliest of blooms. A sensation for all.

*Germination directions included with each order.

For Faster Delivery of Mastodon Seed

Check your order carefully and send remittance in full by money order, or check, if no Florist Credit Rating. Be sure to write your name and address plainly, including zone number as stricter postal regulations require zones for delivery of mail. No extra charge for airmail. If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Warm climates are not safe to store pansy seed unless kept under mild refrigeration. We are sorry but we cannot accept C.O.D. orders. We do not offer packets smaller than those listed.

SEED PRICES

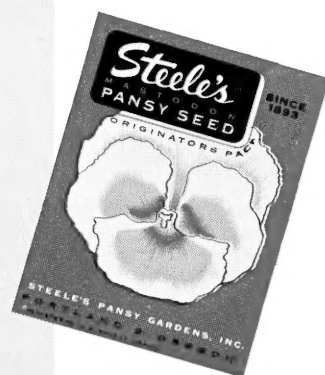
ORDER TODAY

MASTODON PANSIES

	400's	600's	800's	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.	8 oz.	16 oz.
Jumbo Mixed		\$1.00		\$1.90	\$3.40	\$6.10	\$10.35	\$16.55	\$29.80	\$42.20	\$53.00	\$99.75	\$199.50
Butterfly Hybrids			\$1.00	1.60	2.90	5.20	8.85	14.15	25.45	36.10	45.35	85.00	170.00
"400" Super Swiss Mixed			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	43.35	81.65	163.30
Jumbo Sunset	\$1.00		1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00	167.50	335.00
Jumbo Pay Dirt	1.00		1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00	167.50	335.00
Jumbo Bronze Tones	1.00		1.65	2.75	4.95	8.90	15.10	24.15	45.50	61.60	80.00	150.00	300.00
Jumbo Moon Moth (White)	1.00		1.65	2.75	4.95	8.90	15.10	24.15	45.50	61.60	80.00	150.00	300.00
Jumbo Madame Steele			1.00	1.75	3.15	5.70	9.70	15.50	27.90	39.50	51.00	97.50	195.00
Jumbo Beaconsfield			1.00	1.75	3.15	5.70	9.70	15.50	27.90	39.50	51.00	97.50	195.00
"Gorgeous"			1.00	1.55	2.80	5.05	8.60	13.75	24.75	35.05	46.00	86.50	173.00
Mlle. Irene			1.00	1.55	2.80	5.05	8.60	13.75	24.75	35.05	46.00	86.50	173.00
Sea Blue			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00	79.30	158.60
Adonis			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00	79.30	158.60
Golden Gate			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00	79.30	158.60

Look for the Originators Pack

Steele's Mastodon Jumbo Pansy Seed is shipped only in Originators Pack. Remember, pansy seed is not genuine unless received in the ORIGINATORS PACK. This is for your protection and convenience.



SALES AIDS TO HELP YOU SELL MORE PANSIES . . .

Extra service for our customers.

Some services are supplied free and others at cost or less.

All are designed by experts to help you sell more stock at higher prices — to help you earn more net profits.



PAMPHLET ON GROWING

This makes it easier for you to answer customer's questions on culture — and insures the best results from Steele's Mastodon pansy plants after they leave your hands. \$1.25 per hundred.

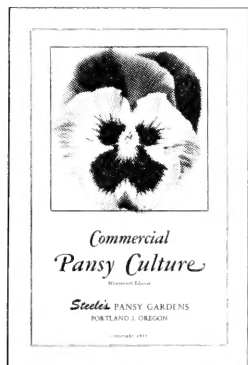
RADIO COPY

Write for details on 20 second and one minute tie-ins for radio.



FLAT STICKERS AVAILABLE IN COLOR

Identify your flats as Steele's quality pansy plants. (Gummed for easy attachment to flats.) 25 free with \$5.00 order. Ask for them.



COMMERCIAL PANSY CULTURE

Here is the leading publication on pansy culture. Many advanced ideas on germination, fertilization, weed and pest control, successful sales and marketing methods and other timely subjects. PRICE 25 CENTS.

SLIDES AND POSTERS

Beautiful kodachrome slides available to Steele's customers for showing at Garden Clubs. No handling charge for the loan of these outstanding slides.

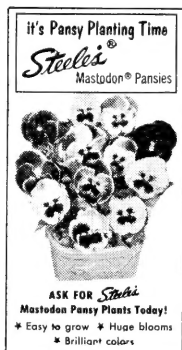
Free on request with each order of \$2.50 or more is our beautiful FOUR-COLOR PANSY POSTER PAINTING by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This will be the 33rd year for the STEELE PANSY POSTER — a tradition among pansy lovers all over the world.

POSTAL CARDS (See picture inside)

Again we are offering you beautiful 4-color postal cards and at a lower cost. These striking cards will bring you more orders for pansy plants. \$2.50 per hundred.

NEWSPAPER MATS

Here's what you've been looking for . . . an easy-to-use newspaper ad (1 col. x 5 inches) designed to bring customers direct to you. Free with orders of \$5.00 or more or 10 cents each with orders under \$5.00.



CAPTAN

For dampoff control. Directions included.

1 lb. \$1.50 postpaid

Steele's®

**PANSY
GARDENS Inc.**

P.O. Box 4555

2715 S.E. 39th Ave., Portland 2, Oregon, U.S.A.

SEND FOR YOUR
SALES AID
TODAY!